

Mattapoissett Master Plan: Virtual Workshop #2 Summary

The Mattapoissett Master Plan “Land Use, Housing, and Economic Development” Virtual Workshop took place during four weeks from February 24 until March 24. This workshop kicked-off with a virtual meeting on February 24th to talk about land use, economic, development, and housing. At this meeting, the project team and town residents also discussed the potential impacts that climate change will have on the three elements given recent trends.



**MATTAPOISETT
MASTER PLAN**
Workshop #2

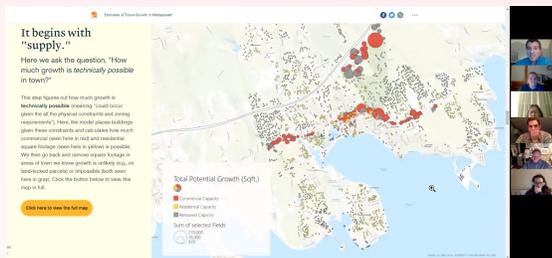
Zoom Meeting
February 24, 2021
6:30 PM - about 8:30 PM

Agenda
Background and Overview
Online Exercise Prep and Conversation Starters
(a) Land Use/Economic Development
(b) Housing
(c) Climate Resilience

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Prior to the virtual meeting, the project team crafted topic-based videos that provided background information regarding Growth Estimates, Housing in Mattapoissett, and Climate and Resiliency.

The Workshop also featured a webpage that hosted six online activities. Participants were encouraged to visit the webpage and take part in the surveys and mapping exercises.



It begins with "supply."
Here we ask the question, "How much growth is technically possible in town?"

This map figures out how much growth is technically possible (usually "total" or "gross" growth) in all the physical conditions and zoning requirements. Here, the model plans buildings given these conditions and calculates how much potential capacity there is in each and residential capacity (open lots) in each and potential. We then go back and remove open lot capacity in areas of town that have growth in other ways, so land-locked parcels or impossible lots aren't in play. Click the button below to view the map in full.

[Click here to view the full map](#)

Total Potential Growth (GpT)
Commercial Capacity
Residential Capacity
Potential Capacity
Sum of potential fields
Total Potential Growth (GpT)

This document summarizes the main ideas that the project team heard from you during the course of Virtual Workshop #2. Take a moment to review these findings and visit the project web page to explore data and maps, review past planning documents and FAQs, and otherwise engage with your Mattapoissett Master Plan.



Mattapoisett Master Plan: Virtual Workshop #2 Main Themes



Utilize effective zoning practices and other regulations to shape Mattapoisett's future growth in appropriate areas.

Specifics: Estimating future growth scenarios revealed that residents are concerned about commercial and residential growth as well as sewer/water capacity; utilize zoning to support the development of market-rate and subsidized housing developments; consider household needs and implement mixed-use zoning to enhance access to local amenities and transportation options.



Encourage appropriate commercial development in the Industrial Park and select parts of Route 6.

Specifics: Pursue various state and federal infrastructure investments, revisit local commercial/industrial zoning incentives and locations, including North Street and Industrial Drive; and explore further economic development program participation (e.g. Chapter 43D); keep expectations for capturing growth in the regional/state context



Develop market-rate and affordable housing options convenient to local services, amenities, as well as transportation options.

Specifics: Route 6 offers potential locations for future housing options, while also providing a wealth of services and amenities; consider mixed-use developments to bring housing and small commercial space together; leverage public-private partnerships to develop privately-owned or town-owned land.

Continue to increase the number of units eligible for the Subsidized Housing Inventory (SHI)

Specifics: Develop appropriate areas in town for affordable housing; harness zoning and other regulations to support SHI Development including with 40B Comprehensive Permits, through the donation of municipally owned land, or through the use of local funds; Achieve 10% of its stock on the SHI or meet other criteria to exert more control of over the 40B process.



Mattapoisett Master Plan: Virtual Workshop #2 Main Themes



Guide future commercial and residential development away from environmentally vulnerable areas to increase resiliency to climate change.

Specifics: As the town explores their housing stock and need for more development, the identification of viable land should consider existing vulnerabilities to flood risk and sea-level rise; maintaining future development away from vulnerable areas protects the town's residential and commercial tax base from future disruption; lean on the town's Municipal Vulnerability Plan (MVP) to guide planning and potential projects that support man-made and physical vulnerabilities.



Mattapoissett Master Plan: Activity Results

In preparation for the Virtual Workshop, the project team created topic-specific videos to dive deep into data, information, and important concepts that shape discussion. These videos directly related to the activities that were provided and enabled the team to share information outside the virtual meeting.

In addition to the videos, the project team created six activities that participants could complete at their convenience. The following is a brief summary of results:

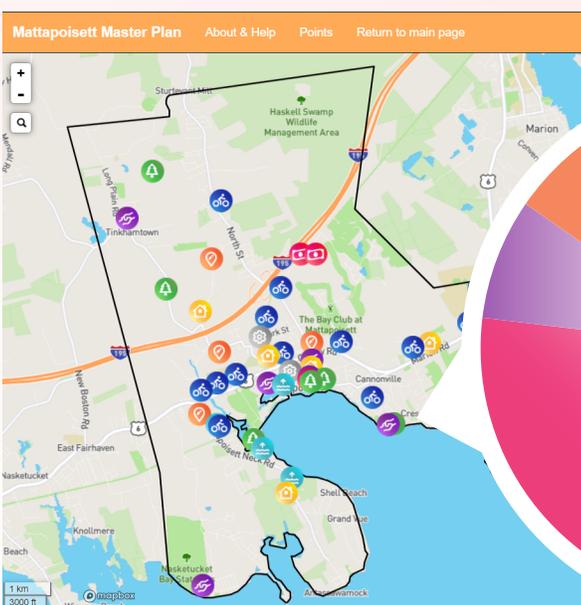
Estimates of Future Growth

This activity invited visitors to walk through the town’s build-out analysis. A build-out is best described as an assessment of existing zoning, combined with existing built and natural environment. The build-out also considers the suitability of development and finally predicts where and how much development might take place in Mattapoissett. Participants were invited to review the story map and submit comments. Visitors focused on potential housing development, as well as sewer capacity.

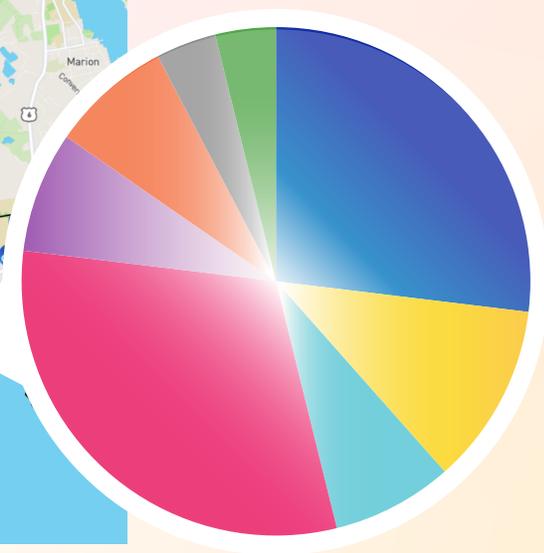
“I’d like to see the model consider where new zoning could allow more senior and affordable housing at higher densities”

WikiMap Exercise

This activity, continued from the “Discovery” Workshop builds upon existing feedback and asks visitors to add to the map by dropping pins in areas best suited for future development. To review the comments, click here to access the activity.



New Points & Comments: 24



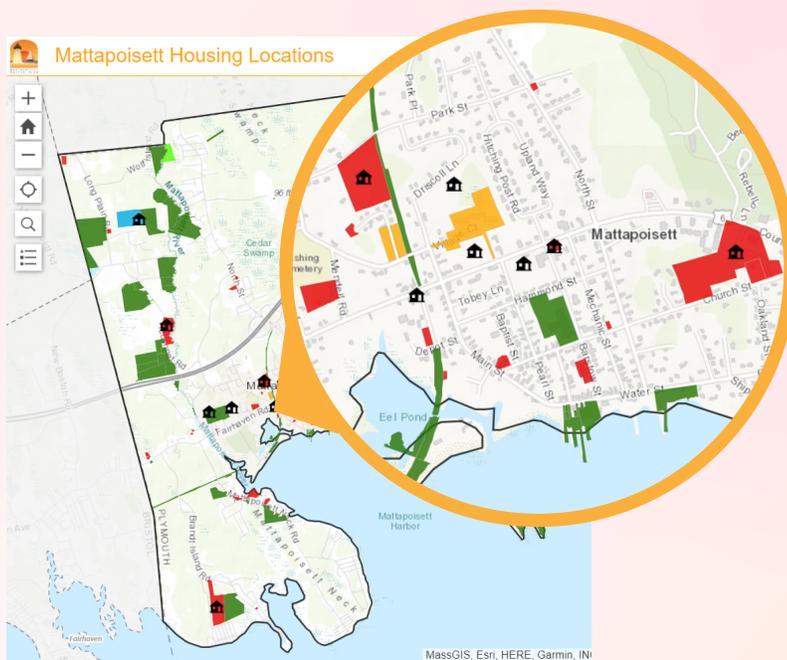
- Land Use
- Housing
- Economic Development
- Resiliency



Mattapoisett Master Plan: Activity Results

Mapping Housing Production

As part of the Master Plan, the project team will develop Mattapoisett's Housing Production Plan (HPP). This plan considers the affordable housing stock in town, as well as the town's preferences for location on town-owned land (a requirement of the HPP) that are best suited for future affordable housing. Visitors were invited to highlight locations in town best suited for housing developments. Residents focused on ensuring developments were close to municipal services, shopping, amenities and transportation options.



Highlights

With 32 total Interactions including pins, comments, and likes, this exercise guides recommendations for affordable housing characteristics and can help inform related Master Plan recommendations, such as zoning amendments and transportation investments.

The areas surrounding the Council on Aging along Route 6 received significant attention, given proximity to services and existing space. Though there are affordable housing units along the edge of Route 6, they are in a “state of disrepair” and residents highlighted their “potential for mixed-use development” and “public-private partnerships.”

Focusing around the town center, residents considered land near the future bike path at Park Street and the corner of Fairhaven Road and Railroad Avenue as potential sites for housing. North of the Village, residents identified town-owned land off of Acushnet Avenue as a potential site due to its “proximity to the bogs and open space.”

Though some parcels identified by participants were town-owned, privately owned, or limited in use due to conservation or wetlands, this exercise guides recommendations in land use and housing policy. With increasing demand for mixed-use developments, this exercise also offers opportunity to foster economic development. In short, the final Master Plan will integrate these ideas across its different chapters.



Mattapoisett Master Plan: Activity Results

Municipal Vulnerability Preparedness (MVP) Rankings

In 2018 the town created their Municipal Vulnerability Plan to identify environmental and climate related hazards, vulnerabilities and strengthen the town's ability to mitigate any negative impacts. This exercise put participants in the shoes of the MVP planning team to express their own views on what steps are most critical for mitigating climate change impacts in Mattapoisett. Participants were most concerned with flooding, prioritizing all actions from the MVP highly. Additionally, residents were concerned about flooding impacts on emergency preparedness, citing a need to prioritize the identification of roads in low lying areas and along the coastline that are exclusive entry and exit points for neighborhoods, making timely evacuation critical and assistance or rescue difficult. Climate change also poses a threat to the town's water supply, which respondents cited by prioritizing a study to explore the possibility of expanding the public water supply to establish a back-up in case the residential wells in the low lying areas are inundated and no other supply is available.

Climate Quiz and Questions

As a coastal community, Mattapoisett isn't alone in being vulnerable to climate change; but the project team did want to get a sense of how much Mattapoisett residents, themselves, knew about potential climate impacts in town. To do so, the workshop included a "Climate Quiz" and "Question" that served as an education tool and an interactive way to look at projected climate impacts.

Residents were surprised by the projections of sea-level rise and the intensity of potential impacts. Yet, locals are beginning to take action into their own hands, exploring solar, buying electric vehicles as well as walking and biking more. These individual actions are complementary to the town policies and strategies that serve to further support resilient development and economic growth.

The results of the climate-related surveys are not exhaustive, but they do assist in guiding the conversation as we revisit the issue of Resiliency throughout the Master Plan process.



Mattapoisett Master Plan: Topics for Future Exploration

1. Recent demand to expand and improve bicycling opportunities in town brings up concerns about sharing the road along Route 6. What can Mattapoisett do locally to improve conditions along this corridor? Using the recommendations from the Route 6 Corridor Study, how can the town utilize the Master Plan to advance the discussion around safety along Route 6 for all users?
2. What needs and solutions does the town's Community Preservation Plan reveal about Open Space and Recreation? Are these needs still relevant today, and how can we support their implementation through the Master Plan process?
3. Given existing feedback regarding climate and resiliency, how can Mattapoisett continue to support and protect valuable open space and landscapes central to the town's identity?

Frequently Asked Questions

Why is Mattapoisett creating a Master Plan?

The State of Massachusetts requires that all cities and towns create and update a Master Plan every 10 years. (Mattapoisett's last Master Plan, from 1999, is therefore in need of a full update.) More importantly, the Master Planning process is a meaningful opportunity for you to come together as a community, to reassess your goals and priorities, and to set a course to achieve those goals over the next several years. Master Plans frequently result in bylaw changes, participating in new state or federal programs, coordinated grant applications and infrastructure investments, updated and more efficient administration, and increased volunteerism, service, and stewardship in a community.

What's in a Master Plan?

Master Plans have 9 required "Elements." You can think of these as chapters. They are: Vision, Land Use, Economic Development, Housing, Open Space & Recreation, Natural & Cultural Resources, Services & Facilities, Transportation & Circulation, and Implementation. Since you're a coastal community, Mattapoisett's Master Plan will also be considering Climate Resilience.

For more info and FAQs, visit www.srpedd.org/mattapoisett-master-plan

